

Message Text

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PAGE 01 BANGKO 15481 311057Z
ACTION EA-12

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P R 310531Z MAY 78
FM AMEMBASSY BANGKOK
TO SECSTATE WASHDC PRIORITY 5448
INFO USDOC WASHDC
AMEMBASSY SINGAPORE

UNCLAS BANGKOK 15481

E.O. 11652: N/A
TAGS: BEXP, TH
SUBJ: USDOC S. ASIA GROUP FY 1980 PROMOTION EVENT SCHEDULE

REF: A) STATE 131482; B) BANGKOK 3535

1. EMBASSY OBSERVES SCHEDULE OF PROMOTIONAL EVENTS FOR BANGKOK
IN FY 1980 HAVE LITTLE RELEVANCE TO PRELIMINARY FY 1980 CCP
SUBMITTED BY EMBASSY REFTEL B.

2. EMBASSY HOSTED TRADE MISSION ON FISHERIES INDUSTRIES IN
AUGUST 1976 AND IS UNABLE TO JUSTIFY REPEAT OF THIS THEME IN
FY 1980. HOTEL RESTAURANT CATALOG SHOW STAGED IN BANGKOK
OCTOBER 1977 WAS SUCCESSFUL BUT NOT TO EXTENT THAT IT WARRANTS
REPETITION IN 1980. AVIATION TRADE MISSION WOULD BETARGETED
TO VERY SMALL GROUP (ALL GOVERNMENT OFFICIALS). U.S. AVIATION
INDUSTRIES MAY BE BETTER SERVED BY ENCOURAGING VISIT OF THAI
OFFICIALS TO LARGE AVIATION INDUSTRIES EXHIBITION IN U.S.

3. EMBASSY FEELS THAT PROMOTIONAL EVENTS SHOULD BE FOCUSED
ON AREAS THAT REPRESENT GENUINE OPPORTUNITIES FOR THE EXPORT
OF U.S. PRODUCTS AND SERVICES AND STRONGLY FEELS THAT FOLLOWING
THEMES WILL PROVIDE BETTER OPPORTUNITIES IN FY 1980:

A. ELECTRICAL POWER GENERATING AND DISTRIBUTING EQUIPMENT.
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(SEE JUSTIFICATION REFTEL B).

B. MEDICAL AND HOSPITAL EQUIPMENT - EMBASSY HAS SCHEDULED
CATALOG EXHIBITION FOR FY 1979 BUT FINDINGS OF MARKET STUDY
COMPLETED IN FEBRUARY 1978 ENCOURAGES EMBASSY TO BELIEVE THIS
THEME WARRANTS A MAJOR PROMOTIONAL EFFORTS.

4. THE AREA OF BUSINESS MACHINES CONTINUE TO OFFER GOOD POTENTIAL FOR U.S. SUPPLIERS AND ANY PROMOTIONAL EVENT ON THIS THEME WOULD BE APPROPRIATE. EMBASSY'S QUOTE MINI-EXHIBITS UNQUOTE PROGRAM IS CONSIDERED TO BE A VERY APPROPRIATE VEHICLE FOR THE PROMOTION OF MANY PRODUCTS OF THIS GROUP. DEMONSTRATIONS AND SEMINARS WOULD BE AN EFFECTIVE WAY OF PROMOTIVE THE SALE OF MICROCOMPUTERS, MICROFICHE, SOME COMPUTER PERIPHERALS AND OTHER OFFICE MACHINES. USDOC COULD BE OF GREAT ASSISTANCE BY CALLING THIS SERVICE TO THE ATTENTION OF THE U.S. SUPPLIERS.

5. IN CONCLUSION, IF THE COUNTRY COMMERCIAL PROGRAM (CCP) IS TO BE A MEANINGFUL AND VIABLE TOOL OF MANAGEMENT IN THE IMPLEMENTATION AND EXECUTIONS OF U.S. COMMERCIAL PROGRAMS OVERSEAS, IT SHOULD, WE BELIEVE, AT LEAST BE A GUIDE TO THE TIMING AND TYPES OF PROMOTIONAL ACTIVITIES.
WHITEHOUSE

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